



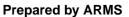


Counties: Montgomery, AL

| Top Tapestry Segments: | | Demographic Summary | 2008 | 2013 |
|--------------------------|------|-------------------------|----------|----------|
| Family Foundations | 8.6% | Population | 227,050 | 232,255 |
| In Style | 7.3% | Households | 89,963 | 93,130 |
| Metro City Edge | 7.0% | Families | 58,567 | 59,899 |
| Modest Income Homes | 6.5% | Median Age | 35.5 | 36.4 |
| Prosperous Empty Nesters | 4.5% | Median Household Income | \$42,856 | \$47,349 |

| Apparel and Services 66 \$1,767,45 \$159,004,916 Men's 66 \$3,227,63 \$29,407,138 Women's 63 \$591,75 \$53,325,779 Children's 74 \$305,81 \$27,511,827 Footwear 54 \$261,67 \$23,540,201 Watches & Jewelry 77 \$171,22 \$15,003,803 Apparel Products and Services 8 \$100,31 \$9,834,168 Computer Computer TC \$22.05 \$14,500,640 Computer Accessories for Home Use 76 \$22.05 \$1,983,592 Entertainment & Recreation 77 \$2,854,822 \$256,822,116 Fees and Admissions 76 \$472,27 \$14,606,640 Membershy Fees for Clubs' 78 \$129,77 \$11,674,226 Fees for Participant Sports, excl. Tips 77 \$88.27 \$3,7341,057 Fees for Clubs' 78 \$129,27 \$14,606,640 Admission to Movier/Theatric-OperalBalte 76 \$12,22 \$1,744,686,57 Fees for Recreational Lesso | | Spending Potential | Average Amount | |
|---|---|-----------------------|-------------------|---------------|
| Appeal and Services 68 \$1,787.45 \$159,004,916 Men's 66 \$327.68 \$29,479,138 Women's 63 \$3241,55 \$332,255,779 Children's 74 \$305,81 \$27,511,827 Footwear 42 \$26,66 \$23,540,201 Watches & Jewelry 77 \$171,22 \$15,003,803 Apparel Products and Services I 66 \$193,21 \$155,003,803 Apparel Products and Services I 77 \$161,25 \$145,005,540 Computer Computers and Accessories for Home Use 76 \$22,05 \$11,983,592 Entertainment & Recreation 77 \$2,854,82 \$2506,628,116 Fees for Recreation 77 \$38,22 \$7,941,067 Membership Fees for Clubs' 78 \$129,27 \$11,873,759 Entertainment & Recreation 77 \$82,22 \$7,941,067 Admission to Movier/Theatre/Opera/Ballet 76 \$427,22 \$2,946,857 Membership Fees for Clubs' 78 \$32,947,561 \$463,30 \$4,164,865 | | | | Total |
| Memors | Apparel and Services | 66 | • | \$159.004.916 |
| Women's 63 \$591.75 \$53.25,779 Children's 74 \$30.81 \$27,511,827 Footwear 54 \$261.67 \$23,540,201 Watches & Jewelry 77 \$171.22 \$15,403,803 Apparel Products and Services of the Computer 86 \$103.31 \$3,834,168 Computer 77 \$161.25 \$14,506,540 Computers and Hardware for Home Use 76 \$22.05 \$1,983,592 Entertainment & Recreation 77 \$2,864,82 \$256,628,116 Fees and Admissions 76 \$472.27 \$42,486,857 Membership Fees for Clubs* 78 \$129.77 \$11,674,226 Fees for Participant Sports, excl. Trips 76 \$40.30 \$1,448,865 Fees for Participant Sports, excl. Trips 76 \$46.30 \$1,047,865 Fees for Participant Sports, excl. Trips 76 \$46.30 \$1,047,865 Fees for Participant Sports, excl. Trips 76 \$46.30 \$1,047,865 Fees for Participant Sports, excl. Trips 76 \$40.30 \$1,047,865 | •• | | · · | |
| Childrens 74 \$305.81 \$27.511,827 Footwear 54 \$261.67 \$23.540,201 Watches & Jewelry 77 \$171,22 \$15.403,803 Apparel Products and Services¹ 66 \$109.31 \$25.403,803 Apparel Products and Services¹ 76 \$161.25 \$114,506,540 Computer 76 \$22.05 \$19.83,592 Entertainment & Recreation 77 \$2.854,82 \$256,828,116 Fes and Admissions 76 \$472,27 \$42,486,857 Membership Fees for Clubs² 78 \$192,277 \$11,674,226 Fes for Participant Sports, excl. Trips 76 \$46,20 \$11,674,226 Fes for Participant Sports, excl. Trips 76 \$46,30 \$11,674,226 Fess for Participant Sports, excl. Trips 76 \$46,30 \$1,648,85 Fess for Participant Sports, excl. Trips 76 \$46,30 \$1,648,85 Fess for Participant Sports, excl. Trips 76 \$40,30 \$1,648,85 Fess for Participant Sports, excl. Trips 76 \$40,30 \$1,24 | Women's | | | |
| Watches & Jewelry 77 \$171, 22 \$15,403,803 Apparel Products and Services 1 6 \$109,31 \$318,31,186 Computer Computer T \$161,25 \$14,506,540 Software and Accessories for Home Use 76 \$22,05 \$1,933,592 Entertainment & Recreation 77 \$2,864,82 \$256,822,116 Fees and Admissions 76 \$472,27 \$42,486,867 Membership Fees for Clubs² 78 \$129,77 \$11,674,226 Fees for Participant Sports, excl. Trips 76 \$463,30 \$4,146,865 Fees for Participant Sports, excl. Trips 76 \$113,92 \$10,248,346 Admission to Movie/Theatres/Opera/Ballet 76 \$13,92 \$10,248,346 Admission to Sporting Events, excl. Trips 76 \$46,30 \$4,144,865 Fees for Participant Sports 78 \$11,32,23 \$10,104,80 Fees for Participant Sports 78 \$30,60 \$35,10 Jack Sports Spor | Children's | 74 | \$305.81 | |
| Apparel Products and Services¹ \$6 \$109.31 \$9.834,168 Computer Computer 77 \$161.25 \$14,506,50 Computers and Hardware for Home Use 76 \$22.05 \$14,506,50 Software and Accessories for Home Use 76 \$22.05 \$1,983,592 Entertalment & Recreation 77 \$2,854.82 \$26,6828,116 Fees and Admissions 76 \$472.27 \$42,486,857 Membership Fees for Clubs² 77 \$88.27 \$7,941.057 Fees for Participant Sports, excl. Tirps 76 \$13.92 \$10.248,346 Admission to Sporting Events, excl. Tirps 76 \$46.30 \$4,164,865 Fees for Cereational Lessons 73 \$9.62 \$6,400 \$50,911 TVIVIdeo/Soute Equipment 79 \$1,128.23 \$101,498.25 Community Antenna or Cable TV 80 \$50.04 \$50,911 TVIVIdeo/Soute Equipment 78 \$222.04 \$20,515,439 VCRs. Video Cameras, and DVD Players 78 \$50.96 \$4,584,393 Video Cassettes and DVDs | Footwear | 54 | \$261.67 | \$23,540,201 |
| Computers and Hardware for Home Use 77 \$161.25 \$14,506,50 Computers and Hardware for Home Use 76 \$22.05 \$1,983,592 Entertainment & Recreation 77 \$2.854.82 \$256,828,116 Fees and Admissions 76 \$472.27 \$42,468,887 Membership Fees for Clubs ² 78 \$152.977 \$11,674,226 Fees for Participant Sports, excl. Trips 77 \$88.27 \$7,941,057 Admission to Movie/Theatre/Opera/Ballet 76 \$113.92 \$10,248,346 Admission to Sporting Events, excl. Trips 76 \$46.30 \$4,164.865 Fees for Recreational Lessons 73 \$93.62 \$8,422,452 Dating Services 68 \$0.40 \$35.911 TV/Video/Sound Equipment 79 \$1,128.23 \$101,499,265 Community Antenna or Cable TV 80 \$590.04 \$53,108,798 Televisions 78 \$228.04 \$20,515,439 VCRs, Video Cameras, and DVD Players 78 \$27.93 \$2,247.561 Video Cassettes and DVDs 78 \$0.08 | Watches & Jewelry | 77 | \$171.22 | \$15,403,803 |
| Computers and Hardware for Home Use 77 \$161.25 \$1,450.65.40 Software and Accessories for Home Use 76 \$2,20.5 \$1,983.592 Entertainment & Recreation 77 \$2,854.62 \$2556,828,116 Fees and Admissions 76 \$472.27 \$42,486.857 Membership Fees for Clubs² 77 \$88.27 \$7,941,057 Admission to Movier/Theatre/Opera/Ballet 76 \$113.92 \$10,248,346 Admission to Sporting Events, excl. Trips 76 \$46.30 \$41,64.865 Fees for Recreational Lessons 73 \$93.62 \$8.422.452 Dating Services 68 \$0.40 \$35.911 TVIVideo/Sound Equipment 79 \$1,128.23 \$101,499.255 Community Antenna or Cable TV 80 \$590.34 \$53,108,798 Televisions 78 \$26.09 \$2,347.561 Video Cassettes and DVDs 78 \$26.09 \$2,347.561 Video Cassettes and DVDs 78 \$50.96 \$4,584,393 Video Cassettes and DVDs 79 \$0.78 \$50.96 | Apparel Products and Services ¹ | 86 | \$109.31 | \$9,834,168 |
| Software and Accessories for Home Use 76 \$22.05 \$1,983,592 Entertailment & Recreation 77 \$2,884.82 \$256,828,116 Fees and Admissions 76 \$472.27 \$42,486,857 Membership Fees for Clubs² 78 \$129.77 \$11,674,226 Fees for Participant Sports, excl. Trips 76 \$13.02 \$10,248,346 Admission to Movier/Theatre/Opera/Ballet 76 \$46.30 \$4,164,865 Fees for Recreational Lessons 73 \$93.62 \$8,422,452 Dating Services 68 \$0.40 \$35,911 TV/ideo/Sound Equipment 79 \$1,128.23 \$101,499,255 Community Antenna or Cable TV 80 \$590,34 \$53,108,798 Televisions 78 \$228,04 \$20,516,439 VCRs, Video Cameras, and DVD Players 78 \$26,09 \$2,347,561 Video Cassettes and DVDs 78 \$27.93 \$2,512,953 Statellib Dishes 79 \$40.21 \$3,617,145 Streaming/Downloaded Video 78 \$0.25 \$15,552 <th< td=""><td>Computer</td><td></td><td></td><td></td></th<> | Computer | | | |
| Entertainment & Recreation 77 \$2,854.82 \$256,828,116 Fees and Admissions 76 \$472.27 \$14,846,857 \$11,674.226 \$472.27 \$11,674.226 \$129.77 \$11,674.226 \$129.77 \$11,674.226 \$129.77 \$18.82.7 \$7,941.057 \$2,856.35 \$129.77 \$88.27 \$7,941.057 \$2,856.35 \$13.92 \$10,248.346 \$2,856.35 \$2,822.452 \$2,82 | Computers and Hardware for Home Use | 77 | \$161.25 | \$14,506,540 |
| Fees and Admissions 76 \$472.27 \$42,486,857 Membership Fees for Clubs² 78 \$129.77 \$11.074,226 Fees for Participant Sports, excl. Trips 77 \$88.27 \$7,941,057 Admission to Movie/Theatre/Opera/Ballet 76 \$113.92 \$10,248,346 Admission to Sporting Events, excl. Trips 76 \$13.39 \$2 \$8,422,452 Dating Services 68 \$0.40 \$35,911 Toward College 68 \$0.40 \$35,911 TVAVideo/Sound Equipment 79 \$1,128,23 \$101,499,255 Community Antenna or Cable TV 80 \$590.34 \$53,108,798 Televisions 78 \$228.04 \$20,515,439 VCRs, Video Cameras, and DVD Players 78 \$26.09 \$2,347,561 Video Cassettes and DVDs 78 \$25.09 \$2,347,561 Video Cassettes and DVDs 78 \$27.93 \$2,512,953 Statellite Dishes 70 \$0.78 \$70,033 Rental of Video Cassettes and DVDs 79 \$40.21 \$3,617,145 | Software and Accessories for Home Use | 76 | \$22.05 | \$1,983,592 |
| Fees and Admissions 76 \$472.27 \$42,486,857 Membership Fees for Clubs² 78 \$129.77 \$110,774,226 Fees for Participant Sports, excl. Trips 77 \$88.27 \$7,941,057 Admission to Movie/Theatre/Opera/Ballet 76 \$113.92 \$10,248,346 Admission to Sporting Events, excl. Trips 76 \$46.30 \$4,164,865 Fees for Recreational Lessons 73 \$93.62 \$8,422,452 Dating Services 68 \$0.40 \$35,911 TVAVideo/Sound Equipment 79 \$1,128,23 \$101,499,251 TVAVideo/Sound Equipment 78 \$228,04 \$20,515,439 VCRs, Video Cameras, and DVD Players 78 \$26.69 \$2,347,561 VCRs, Video Cameras, and DVD Players 78 \$26.69 \$2,347,561 Video Cassettes and DVDs 78 \$25.60 \$2,347,561 Video Cassettes and DVDs 78 \$27.93 \$2,512,953 Statellite Dishes 70 \$0.78 \$70,033 Rental of Video Cassettes and DVDs 79 \$40.21 \$ | Entertainment & Recreation | 77 | \$2.854.82 | \$256.828.116 |
| Fees for Participant Sports, excl. Trips 77 | | 76 | · · | |
| Fees for Participant Sports, excl. Trips | Membership Fees for Clubs ² | 78 | \$129.77 | \$11,674,226 |
| Admission to Movier/Theatre/Opera/Ballet 76 \$13.92 \$10,248,346 Admission to Sporting Events, excl. Trips 76 \$46.30 \$4,164,865 Fees for Recreational Lessons 73 \$93.62 \$8,422,452 Dating Services 68 \$0.40 \$35,911 TVVideo/Sound Equipment 79 \$1,128,23 \$101,499,255 Community Antenna or Cable TV 80 \$590,34 \$53,108,798 Televisions 78 \$228,04 \$20,515,439 VCRS, Video Cameras, and DVD Players 78 \$50,96 \$4,584,939 Video Cassettes and DVDs 78 \$50,96 \$4,584,939 Video Game Hardware and Software 78 \$50,96 \$4,584,939 Video Cassettes and DVDs 79 \$40,21 \$3,617,145 Streaming/Downloaded Video 78 \$0.63 \$56,673 Sound Equipment³ 75 \$158,52 \$14,260,787 Rental of Video Cassettes and DVDs 79 \$40,21 \$3,617,145 Streaming/Downloaded Video 78 \$0,63 \$56,673 | | 77 | \$88.27 | \$7 941 057 |
| Admission to Sporting Events, excl. Trips 76 \$46.30 \$4,164,865 Fees for Recreational Lessons 73 \$93.62 \$8,422,452 Dating Services 68 \$0.40 \$35,911 TV/Video/Sound Equipment 79 \$1,128,23 \$101,499,255 Community Antenna or Cable TV 80 \$590,34 \$53,108,798 Televisions 78 \$22.80.40 \$20,515,439 VCRs, Video Cameras, and DVD Players 78 \$26.09 \$2,347,561 Video Gassettes and DVDs 78 \$50.96 \$4,584,933 Video Cassettes and DVDs 78 \$50.96 \$4,584,933 Video Cassettes and DVDs 79 \$40.21 \$3,617,145 Streaming/Downloaded Video 78 \$0.63 \$56,673 Sund Equipment³ 75 \$158,52 \$14,260,787 Rental and Repair of TV/Radio/Sound Equipment 81 \$4,73 \$425,473 Pets 80 \$354,26 \$31,869,907 Toys and Games 79 \$117,72 \$10,590,683 Recreational Vehicles | | | · · | |
| Fees for Recreational Lessons 73 \$93.62 \$8,422,452 Dating Services 68 \$0.40 \$35,911 TVVIdeo/Sound Equipment 79 \$1,128.23 \$101,499,255 Community Antenna or Cable TV 80 \$590.34 \$53,108,798 Televisions 78 \$228.04 \$20,515,439 VCRs, Video Cameras, and DVD Players 78 \$20.09 \$2,347,561 Video Cassettes and DVDs 78 \$50.96 \$4,884,393 Video Cassettes and Software 78 \$27.93 \$2,512,953 Satellite Dishes 70 \$0.78 \$70.033 Rental of Video Cassettes and DVDs 79 \$40.21 \$3,617,145 Streaming/Downloaded Video 78 \$0.63 \$56,673 Sound Equipment³ 75 \$158.52 \$14,260,787 Rental and Repair of TV/Radio/Sound Equipment 81 \$4.73 \$425,473 Pets 80 \$354.26 \$31,869,907 Toys and Games 79 \$111.72 \$10,599,583 Recreational Vehicles and Fees ⁴ | | | | |
| Dating Services 68 \$0.40 \$35,911 TVVildeo/Sound Equipment 79 \$1,128.23 \$101,499,255 Community Antenna or Cable TV 80 \$590,34 \$53,108,798 Televisions 78 \$228.04 \$20,515,439 VCRs, Video Cameras, and DVD Players 78 \$26.09 \$2,347,561 Video Cassettes and DVDs 78 \$50.96 \$4,584,393 Video Game Hardware and Software 78 \$27.93 \$2,512,953 Satellite Dishes 70 \$0.78 \$70.033 Rental Of Video Cassettes and DVDs 79 \$40,21 \$3,617,145 Streaming/Downloaded Video 78 \$0.63 \$56,673 Sound Equipment³ 75 \$158,52 \$14,260,787 Rental and Repair of TV/Radio/Sound Equipment 81 \$4.73 \$425,473 Pets 80 \$354,26 \$31,889,077 Toys and Games 79 \$117,72 \$10,590,583 Recreational Vehicles and Fees 4 73 \$319,02 \$228,700,110 Sports/Recreation/Exercise | | | | |
| TV/Video/Sound Equipment 79 \$1,128.23 \$101,499,255 Community Antenna or Cable TV 80 \$590.34 \$53,108,798 Televisions 78 \$228.04 \$20,515,439 VCRs, Video Cameras, and DVD Players 78 \$26.09 \$2,347,561 Video Cassettes and DVDs 78 \$50.96 \$4,584,993 Video Game Hardware and Software 78 \$50.96 \$4,584,993 Video Game Hardware and Software 78 \$50.90 \$2,71,953 Satellite Dishes 70 \$0.78 \$70.033 Rental of Video Cassettes and DVDs 79 \$40.21 \$3,617,145 Streaming/Downloaded Video 78 \$0.03 \$56,673 Streaming/Downloaded Video 78 \$40.21 \$3,617,145 Streaming/Downloaded Video 78 \$45.62 \$31,426,078 Rental and Repair of TV/Radio/Sound Equipment 81 \$4.73 \$425,473 Pets 80 \$354,26 \$31,869,907 Toys and Games \$117,72 \$11,569,572 Recreational Vehicles and F | Dating Services | 68 | \$0.40 | |
| Community Antenna or Cable TV 80 \$59.0.34 \$53.108,798 Televisions 78 \$228.04 \$20,515,439 VCRs, Video Cameras, and DVD Players 78 \$26.09 \$2,347,561 Video Cassettes and DVDs 78 \$50.96 \$4,584,393 Video Game Hardware and Software 78 \$27.93 \$2,512,953 Satellite Dishes 70 \$0.78 \$70,033 Rental of Video Cassettes and DVDs 79 \$40.21 \$3,617,145 Streaming/Downloaded Video 78 \$0.63 \$56,673 Sound Equipment³ 75 \$158,52 \$14,260,787 Rental and Repair of TV/Radio/Sound Equipment 81 \$4.73 \$425,473 Pets 80 \$354,26 \$31,869,907 Toys and Games 79 \$117,72 \$10,590,583 Recreational Vehicles and Fees⁴ 73 \$319,02 \$28,700,110 Sports/Recreation/Exercise Equipment⁵ 68 \$146,27 \$13,158,572 Photo Equipment and Supplies⁵ 76 \$96.70 \$8,699,777 | | 79 | \$1,128.23 | |
| VCRs, Video Cameras, and DVDs 78 \$50.96 \$2,347,561 Video Cassettes and DVDs 78 \$50.96 \$4,584,393 Video Game Hardware and Software 78 \$27.93 \$2,512,953 Satellite Dishes 70 \$0.78 \$70,033 Rental of Video Cassettes and DVDs 79 \$40.21 \$3,617,145 Streaming/Downloaded Video 78 \$0.63 \$56,673 Sound Equipment³ 75 \$158.52 \$14,260,787 Rental and Repair of TV/Radio/Sound Equipment 81 \$4.73 \$425,473 Pets 80 \$354.26 \$31,869,907 Toys and Games 79 \$117.72 \$10,590,583 Recreational Vehicles and Fees⁴ 73 \$319.02 \$228,700,110 Sports/Recreation/Exercise Equipment⁵ 68 \$146.27 \$13,158,572 Photo Equipment and Supplies⁶ 76 \$96.70 \$8,699,777 Reading³ 77 \$220.35 \$19,823,055 Food 78 \$3,800.32 \$341,884,812 Bakery and Cereal Products | | 80 | \$590.34 | |
| Video Cassettes and DVDs 78 \$50.96 \$4,584,393 Video Carme Hardware and Software 78 \$27.93 \$2,512,953 Satellite Dishes 70 \$0.78 \$70,033 Rental of Video Cassettes and DVDs 79 \$40.21 \$3,617,145 Streaming/Downloaded Video 78 \$0.63 \$56,673 Sound Equipment ³ 75 \$158.52 \$14,260,787 Rental and Repair of TV/Radio/Sound Equipment 81 \$4.73 \$425,473 Rental and Repair of TV/Radio/Sound Equipment 80 \$354,26 \$31,869,907 Toys and Games 79 \$117.72 \$10,590,583 Recreational Vehicles and Fees ⁴ 73 \$319.02 \$28,700,110 Sports/Recreation/Exercise Equipment ⁵ 68 \$146.27 \$13,158,572 Photo Equipment and Supplies ⁶ 76 \$96.70 \$8,699,777 Reading ⁷ 7 \$220.35 \$19,823,055 Food 78 \$6,475.04 \$582,514,370 Food at Home 78 \$3,800.32 \$341,888,482 | Televisions | 78 | \$228.04 | \$20,515,439 |
| Video Game Hardware and Software 78 \$27.93 \$2,512,953 Satellite Dishes 70 \$0.78 \$70,033 Rental of Video Cassettes and DVDs 79 \$40.21 \$3,617,145 Streaming/Downloaded Video 78 \$0.63 \$56,673 Sound Equipment³ 75 \$158.52 \$14,260,787 Rental and Repair of TV/Radio/Sound Equipment 81 \$4.73 \$425,473 Pets 80 \$354.26 \$31,869,907 Toys and Games 79 \$117.72 \$10,590,583 Recreational Vehicles and Fees4 73 \$319.02 \$28,700,110 Sports/Recreation/Exercise Equipment ⁵ 68 \$146.27 \$13,158,572 Photo Equipment and Supplies ⁶ 76 \$96.70 \$8,699,777 Reading ⁷ 77 \$220.35 \$19,823,055 Food at Home 78 \$3,800.32 \$341,888,482 Bakery and Cereal Products 78 \$380.032 \$341,888,482 Bakery and Cereal Products 77 \$429.69 \$38,656,143 Dairy Products | VCRs, Video Cameras, and DVD Players | 78 | \$26.09 | \$2,347,561 |
| Satellite Dishes 70 \$0.78 \$70,033 Rental of Video Cassettes and DVDs 79 \$40.21 \$3,617,145 Streaming/Downloaded Video 78 \$0.63 \$56,673 Sound Equipment³ 75 \$158.52 \$14,260,787 Rental and Repair of TV/Radio/Sound Equipment 81 \$4.73 \$425,473 Pets 80 \$354.26 \$31,869,907 Toys and Games 79 \$117.72 \$10,590,583 Recreational Vehicles and Fees4 73 \$319.02 \$28,700,110 Sports/Recreation/Exercise Equipment5 68 \$146.27 \$13,158,572 Photo Equipment and Supplies6 76 \$96.70 \$8,699,777 Reading7 7 \$220.35 \$19,823,055 Food 78 \$3,800.32 \$341,883,482 Food at Home 78 \$3,800.32 \$341,883,482 Bakery and Cereal Products 78 \$55.53 \$47,265,582 Meat, Poultry, Fish, and Eggs 78 \$953.21 \$85,753,604 Dairy Products 77 | Video Cassettes and DVDs | 78 | \$50.96 | \$4,584,393 |
| Rental of Video Cassettes and DVDs 79 \$40.21 \$3,617,145 Streaming/Downloaded Video 78 \$0.63 \$56,673 Sound Equipment³ 75 \$158.52 \$14,260,787 Rental and Repair of TV/Radio/Sound Equipment 81 \$4.73 \$425,473 Pets 80 \$354.26 \$31,869.90 Toys and Games 79 \$117.72 \$10,599,583 Recreational Vehicles and Fees⁴ 73 \$319.02 \$28,700,110 Sports/Recreation/Exercise Equipment⁵ 68 \$146.27 \$13,158,572 Photo Equipment and Supplies⁶ 76 \$96.70 \$8,699,777 Reading³ 77 \$220.35 \$19,823,055 Food at Home 78 \$6,475.04 \$582,514,370 Food at Home 78 \$3,800.32 \$341,888,482 Bakery and Cereal Products 78 \$953.21 \$85,753,604 Dairy Products 78 \$953.21 \$85,753,604 Fruit and Vegetables 77 \$637.89 \$37,386,394 Snacks and Other Food at Home³ | Video Game Hardware and Software | 78 | \$27.93 | \$2,512,953 |
| Streaming/Downloaded Video 78 \$0.63 \$56,673 Sound Equipment³ 75 \$158.52 \$14,260,787 Rental and Repair of TV/Radio/Sound Equipment 81 \$4.73 \$425,473 Pets 80 \$354.26 \$31,869,907 Toys and Games 79 \$117.72 \$10,590,583 Recreational Vehicles and Fees⁴ 73 \$319.02 \$28,700,110 Sports/Recreation/Exercise Equipment⁵ 68 \$146.27 \$13,158,572 Photo Equipment and Supplies⁶ 76 \$96.70 \$8,699,777 Reading⁶ 77 \$220.35 \$19,823,055 Food 78 \$6,475.04 \$582,514,370 Food at Home 78 \$3,800.32 \$341,888,482 Bakery and Cereal Products 78 \$525.39 \$47,265,582 Meat, Poultry, Fish, and Eggs 78 \$953.21 \$85,753,604 Dairy Products 77 \$429.69 \$38,656,146 Fruit and Vegetables 77 \$637.89 \$57,386,394 Snacks and Other Food at Home ⁸ | Satellite Dishes | | \$0.78 | \$70,033 |
| Sound Equipment³ 75 \$158.52 \$14,260,787 Rental and Repair of TV/Radio/Sound Equipment 81 \$4.73 \$425,473 Pets 80 \$354.26 \$31,869,907 Toys and Games 79 \$117.72 \$10,590,583 Recreational Vehicles and Fees⁴ 73 \$319.02 \$28,700,110 Sports/Recreation/Exercise Equipment⁵ 68 \$146.27 \$13,158,572 Photo Equipment and Supplies⁶ 76 \$96.70 \$8,699,777 Reading⁶ 78 \$6,475.04 \$582,514,370 Food at Home 78 \$3,800.32 \$341,888,482 Bakery and Cereal Products 78 \$525.39 \$47,265,582 Meat, Poultry, Fish, and Eggs 78 \$953.21 \$85,753,604 Dairy Products 77 \$429.69 \$38,656,146 Fruit and Vegetables 77 \$637.89 \$57,386,394 Snacks and Other Food at Home⁶ 78 \$1,254.15 \$112,826,756 Food Away from Home 78 \$2,674.72 \$240,625,888 Alcoholic Beverages | | 79 | | |
| Rental and Repair of TV/Radio/Sound Equipment 81 \$4.73 \$425,473 Pets 80 \$354.26 \$31,869,907 Toys and Games 79 \$117.72 \$10,590,583 Recreational Vehicles and Fees ⁴ 73 \$319.02 \$28,700,110 Sports/Recreation/Exercise Equipment ⁵ 68 \$146.27 \$13,158,572 Photo Equipment and Supplies ⁶ 76 \$96.70 \$8,699,777 Reading ⁷ 77 \$220.35 \$19,823,055 Food 78 \$6,475.04 \$582,514,370 Food at Home 78 \$3,800.32 \$341,888,482 Meat, Poultry, Fish, and Eggs 78 \$525.39 \$47,265,582 Meat, Poultry, Fish, and Eggs 78 \$953.21 \$85,753,604 Dairy Products 77 \$429.69 \$38,656,146 Fruit and Vegetables 77 \$637.89 \$57,386,394 Snacks and Other Food at Home ⁸ 78 \$1,254.15 \$112,826,756 Food Away from Home 78 \$26,74.72 \$240,625,888 Alcoholic Beverage | Streaming/Downloaded Video | | | |
| Pets 80 \$354.26 \$31,869,907 Toys and Games 79 \$117.72 \$10,590,583 Recreational Vehicles and Fees ⁴ 73 \$319.02 \$28,700,110 Sports/Recreation/Exercise Equipment ⁵ 68 \$146.27 \$13,158,572 Photo Equipment and Supplies ⁶ 76 \$96.70 \$8,699,777 Reading ⁷ 77 \$220.35 \$19,823,055 Food 78 \$6,475.04 \$582,514,370 Food at Home 78 \$3,800.32 \$341,888,482 Bakery and Cereal Products 78 \$525.39 \$47,265,582 Meat, Poultry, Fish, and Eggs 78 \$953.21 \$85,753,604 Dairy Products 77 \$429.69 \$38,656,146 Fruit and Vegetables 77 \$637.89 \$57,386,394 Snacks and Other Food at Home ⁸ 78 \$1,254.15 \$112,826,756 Food Away from Home 78 \$2,674.72 \$240,625,888 Alcoholic Beverages 78 \$464.63 \$41,799,457 | Sound Equipment ³ | 75 | \$158.52 | \$14,260,787 |
| Toys and Games 79 \$117.72 \$10,590,583 Recreational Vehicles and Fees ⁴ 73 \$319.02 \$28,700,110 Sports/Recreation/Exercise Equipment ⁵ 68 \$146.27 \$13,158,572 Photo Equipment and Supplies ⁶ 76 \$96.70 \$8,699,777 Reading ⁷ 77 \$220.35 \$19,823,055 Food 78 \$6,475.04 \$582,514,370 Food at Home 78 \$3,800.32 \$341,888,482 Bakery and Cereal Products 78 \$525.39 \$47,265,582 Meat, Poultry, Fish, and Eggs 78 \$953.21 \$85,753,604 Dairy Products 77 \$429.69 \$38,656,146 Fruit and Vegetables 77 \$637.89 \$57,386,394 Snacks and Other Food at Home ⁸ 78 \$1,254.15 \$112,826,756 Food Away from Home 78 \$2,674.72 \$240,625,888 Alcoholic Beverages 78 \$464.63 \$41,799,457 | Rental and Repair of TV/Radio/Sound Equipment | 81 | \$4.73 | \$425,473 |
| Recreational Vehicles and Fees ⁴ 73 \$319.02 \$28,700,110 Sports/Recreation/Exercise Equipment ⁵ 68 \$146.27 \$13,158,572 Photo Equipment and Supplies ⁶ 76 \$96.70 \$8,699,777 Reading ⁷ 77 \$220.35 \$19,823,055 Food 78 \$6,475.04 \$582,514,370 Food at Home 78 \$3,800.32 \$341,888,482 Bakery and Cereal Products 78 \$525.39 \$47,265,582 Meat, Poultry, Fish, and Eggs 78 \$953.21 \$85,753,604 Dairy Products 77 \$429.69 \$38,656,146 Fruit and Vegetables 77 \$637.89 \$57,386,394 Snacks and Other Food at Home ⁸ 78 \$1,254.15 \$112,826,756 Food Away from Home 78 \$464.63 \$41,799,457 | Pets | 80 | · · | \$31,869,907 |
| Sports/Recreation/Exercise Equipment ⁵ 68 \$146.27 \$13,158,572 Photo Equipment and Supplies ⁶ 76 \$96.70 \$8,699,777 Reading ⁷ 77 \$220.35 \$19,823,055 Food 78 \$6,475.04 \$582,514,370 Food at Home 78 \$3,800.32 \$341,888,482 Bakery and Cereal Products 78 \$525.39 \$47,265,582 Meat, Poultry, Fish, and Eggs 78 \$953.21 \$85,753,604 Dairy Products 77 \$429.69 \$38,656,146 Fruit and Vegetables 77 \$637.89 \$57,386,394 Snacks and Other Food at Home ⁸ 78 \$1,254.15 \$112,826,756 Food Away from Home 78 \$2,674.72 \$240,625,888 Alcoholic Beverages 78 \$464.63 \$41,799,457 | Toys and Games | 79 | · · | |
| Photo Equipment and Supplies ⁶ 76 \$96.70 \$8,699,777 Reading ⁷ 77 \$220.35 \$19,823,055 Food 78 \$6,475.04 \$582,514,370 Food at Home 78 \$3,800.32 \$341,888,482 Bakery and Cereal Products 78 \$525.39 \$47,265,582 Meat, Poultry, Fish, and Eggs 78 \$953.21 \$85,753,604 Dairy Products 77 \$429.69 \$38,656,146 Fruit and Vegetables 77 \$637.89 \$57,386,394 Snacks and Other Food at Home ⁸ 78 \$1,254.15 \$112,826,756 Food Away from Home 78 \$2,674.72 \$240,625,888 Alcoholic Beverages 78 \$464.63 \$41,799,457 | Recreational Vehicles and Fees ⁴ | 73 | | \$28,700,110 |
| Reading ⁷ 77 \$220.35 \$19,823,055 Food 78 \$6,475.04 \$582,514,370 Food at Home 78 \$3,800.32 \$341,888,482 Bakery and Cereal Products 78 \$525.39 \$47,265,582 Meat, Poultry, Fish, and Eggs 78 \$953.21 \$85,753,604 Dairy Products 77 \$429.69 \$38,656,146 Fruit and Vegetables 77 \$637.89 \$57,386,394 Snacks and Other Food at Home ⁸ 78 \$1,254.15 \$112,826,756 Food Away from Home 78 \$2,674.72 \$240,625,888 Alcoholic Beverages 78 \$464.63 \$41,799,457 | Sports/Recreation/Exercise Equipment ⁵ | 68 | \$146.27 | \$13,158,572 |
| Food 78 \$6,475.04 \$582,514,370 Food at Home 78 \$3,800.32 \$341,888,482 Bakery and Cereal Products 78 \$525.39 \$47,265,582 Meat, Poultry, Fish, and Eggs 78 \$953.21 \$85,753,604 Dairy Products 77 \$429.69 \$38,656,146 Fruit and Vegetables 77 \$637.89 \$57,386,394 Snacks and Other Food at Home ⁸ 78 \$1,254.15 \$112,826,756 Food Away from Home 78 \$2,674.72 \$240,625,888 Alcoholic Beverages 78 \$464.63 \$41,799,457 | Photo Equipment and Supplies ⁶ | 76 | \$96.70 | |
| Food at Home 78 \$3,800.32 \$341,888,482 Bakery and Cereal Products 78 \$525.39 \$47,265,582 Meat, Poultry, Fish, and Eggs 78 \$953.21 \$85,753,604 Dairy Products 77 \$429.69 \$38,656,146 Fruit and Vegetables 77 \$637.89 \$57,386,394 Snacks and Other Food at Home ⁸ 78 \$1,254.15 \$112,826,756 Food Away from Home 78 \$2,674.72 \$240,625,888 Alcoholic Beverages 78 \$464.63 \$41,799,457 | Reading ⁷ | 77 | \$220.35 | \$19,823,055 |
| Bakery and Cereal Products 78 \$525.39 \$47,265,582 Meat, Poultry, Fish, and Eggs 78 \$953.21 \$85,753,604 Dairy Products 77 \$429.69 \$38,656,146 Fruit and Vegetables 77 \$637.89 \$57,386,394 Snacks and Other Food at Home ⁸ 78 \$1,254.15 \$112,826,756 Food Away from Home 78 \$2,674.72 \$240,625,888 Alcoholic Beverages 78 \$464.63 \$41,799,457 | Food | 78 | \$6,475.04 | \$582,514,370 |
| Meat, Poultry, Fish, and Eggs 78 \$953.21 \$85,753,604 Dairy Products 77 \$429.69 \$38,656,146 Fruit and Vegetables 77 \$637.89 \$57,386,394 Snacks and Other Food at Home ⁸ 78 \$1,254.15 \$112,826,756 Food Away from Home 78 \$2,674.72 \$240,625,888 Alcoholic Beverages 78 \$464.63 \$41,799,457 | Food at Home | 78 | \$3,800.32 | \$341,888,482 |
| Dairy Products 77 \$429.69 \$38,656,146 Fruit and Vegetables 77 \$637.89 \$57,386,394 Snacks and Other Food at Home ⁸ 78 \$1,254.15 \$112,826,756 Food Away from Home 78 \$2,674.72 \$240,625,888 Alcoholic Beverages 78 \$464.63 \$41,799,457 | | | | \$47,265,582 |
| Fruit and Vegetables 77 \$637.89 \$57,386,394 Snacks and Other Food at Home ⁸ 78 \$1,254.15 \$112,826,756 Food Away from Home 78 \$2,674.72 \$240,625,888 Alcoholic Beverages 78 \$464.63 \$41,799,457 | | | | |
| Snacks and Other Food at Home ⁸ 78 \$1,254.15 \$112,826,756 Food Away from Home 78 \$2,674.72 \$240,625,888 Alcoholic Beverages 78 \$464.63 \$41,799,457 | · | | | |
| Food Away from Home 78 \$2,674.72 \$240,625,888 Alcoholic Beverages 78 \$464.63 \$41,799,457 | Fruit and Vegetables | | | |
| Alcoholic Beverages 78 \$464.63 \$41,799,457 | Snacks and Other Food at Home ⁸ | 78 | \$1,254.15 | \$112,826,756 |
| | Food Away from Home | 78 | \$2,674.72 | \$240,625,888 |
| Nonalcoholic Beverages at Home 78 \$345.43 \$31,075,715 | | | | |
| | Nonalcoholic Beverages at Home | 78 | \$345.43 | \$31,075,715 |







Counties: Montgomery, AL

| | Spending Potential | Average Amount | |
|--|-----------------------|------------------------|--------------------------------|
| | Index | Spent | Total |
| Financial | | | |
| Investments Vehicle Loans | 78 78 | \$789.68 \$4,538.99 | \$71,041,995 \$408,340,848 |
| | . • | ψ 1,000.00 | ψ 100,0 10,0 10 |
| Health Nonprescription Drugs | 79 | \$89.30 | \$8,033,626 |
| Nonprescription Drugs Prescription Drugs | 79 81 | \$461.27 | \$6,033,020 \$41,497,591 |
| Eyeglasses and Contact Lenses | 77 | \$59.19 | \$5,325,287 |
| Home | | | |
| Mortgage Payment and Basics ⁹ | 74 | \$6,809.48 | \$612,601,371 |
| Maintenance and Remodeling Services | 72 | \$1,480.82 | \$133,219,361 |
| Maintenance and Remodeling Materials ¹⁰ | 70 | \$291.97 | \$26,266,382 |
| Utilities, Fuel, and Public Services | 80 | \$3,640.02 | \$327,467,440 |
| Household Furnishings and Equipment | 80 | \$3,040.02 | φ32 <i>1</i> ,40 <i>1</i> ,440 |
| Household Textiles ¹¹ | 77 | \$107.70 | \$9,688,964 |
| Furniture | 77 | \$509.93 | \$45,875,023 |
| Floor Coverings | 75 | \$72.78 | \$6,547,778 |
| Major Appliances ¹² | 74 | \$224.06 | \$20,157,118 |
| Housewares ¹³ | 73 | \$69.02 | \$6,209,302 |
| Small Appliances | 75 | \$26.52 | \$2,386,011 |
| Luggage | 78 | \$7.84 | \$705,421 |
| Telephones and Accessories | 66 | \$28.51 | \$2,564,487 |
| Household Operations | | | |
| Child Care | 80 | \$327.20 | \$29,435,685 |
| Lawn and Garden ¹⁴ | 77 | \$325.28 | \$29,263,544 |
| Moving/Storage/Freight Express | 75 | \$39.39 | \$3,543,250 |
| Housekeeping Supplies ¹⁵ | 78 | \$599.74 | \$53,954,037 |
| Insurance | | | |
| Owners and Renters Insurance | 78 | \$384.57 | \$34,596,881 |
| Vehicle Insurance | 78 | \$1,091.75 | \$98,216,855 |
| Life/Other Insurance | 79 | \$451.52 | \$40,620,184 |
| Health Insurance | 79 | \$1,598.02 | \$143,762,966 |
| Personal Care Products ¹⁶ | 78 | \$339.26 | \$30,520,690 |
| School Books and Supplies ¹⁷ | 79 | \$93.58 | \$8,419,114 |
| Smoking Products | 83 | \$373.61 | \$33,611,106 |
| Transportation | | | |
| Vehicle Purchases (Net Outlay) ¹⁸ | 76 | \$3,933.09 | \$353,832,359 |
| Gasoline and Motor Oil | 78 | \$1,971.10 | \$177,326,432 |
| Vehicle Maintenance and Repairs | 76 | \$759.33 | \$68,311,211 |
| Travel | | | |
| Airline Fares | 73 | \$306.52 | \$27,575,084 |
| Lodging on Trips | 75 | \$316.96 | \$28,514,900 |
| Auto/Truck/Van Rental on Trips | 74 | \$28.83 | \$2,593,541 |
| Food and Drink on Trips | 75 | \$352.32 | \$31,696,090 |

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.

ARMS

Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Montgomery, AL

¹Apparel Products and Services includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²Membership Fees for Clubs includes membership fees for social, recreational, and civic clubs.

³Sound Equipment includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵Recreational Vehicles & Fees includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶Sports/Recreation/Exercise Equipmen includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸Reading includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴Housewares includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

15 Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸School Books and Supplies includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹Vehicle Purchases (Net Outlay) includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.